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# Inside Information

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**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

**EDITOR'S NOTE:** Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

**DIRECTOR OF COMMUNICATIONS AND MARKETING FOR 4-H COUNCIL DIES**

Denise R. Miller-Brown, 44, director of communications and marketing for the National 4-H Council, died of cancer at Georgetown University Hospital on December 20.

A memorial service was held on December 23 at the National 4-H Center in Chevy Chase.

Born in Boulder, Colorado, Miller-Brown received her bachelor's degree in television and radio in 1969 and her master's degree in 1971 from Michigan State University.

She did news reporting and promotional work at radio and TV stations in Michigan, Boston, Denver, New York, and Los Angeles before joining the 4-H Council in 1977 as a radio and television specialist. Since 1990, she had served as the director of communications and marketing.

Miller-Brown was an active member of Agricultural Communicators in Education (ACE), and for five years was vice chair of the special interest group (SIG) for media relations.

At the time of her death, she was an ACE representative on the coordinating committee for the 1992 U.S. Agricultural Communicators Congress to be held in Washington, D.C. in June.

Survivors include her husband, David F. Brown of Kensington, Maryland, and her parents, Dr. and Mrs. Mason E. Miller of Fairfax, Virginia.

The family suggests that expressions of sympathy be in the form of contributions to the Denise Miller-Brown National 4-H Education Fund at the Chevy Chase center.

**WIDOW OF HERB JACKSON REQUESTS LETTERS FOR DAUGHTER, HOLLY**

As you probably know, Herb Jackson, a colleague who worked for USDA's Agricultural Marketing Service for many years chiefly in Chicago, died of a heart attack on Christmas Eve. [See INSIDE INFORMATION, November-December 1991 for obituary.]

Herb's wife, Janet Migala, made arrangements with the University of Illinois to accept donations in Herb's memory for the Journalism School at the College of Agriculture. Anyone wishing to make a donation should send it to Ms. Perry Payne, Room 815 (Herb's previous office), Office of Communication and Education Services, CFTF, 2033 K Street, N.W., Washington, DC 20581. Make checks payable to UIF (University of Illinois Foundation).

Herb's wife also asks that his friends send letters with reminiscences she can save for their daughter, Holly, six, so when she gets older she can read them and get a good idea of her father's social and professional life and have a firm feeling for what kind of work he did. Send them to Ms. Cynthia Neuwalder, Room 815 at the above address.

**USDA'S SCS NAMES ASSOCIATE DIRECTOR OF PUBLIC AFFAIRS**

Judy Johnson, former Conservationist for USDA's Soil Conservation Service (SCS) in Connecticut, has been named SCS Associate Director of Public Affairs in Washington, D.C.

She will help lead marketing efforts for agency initiatives, and serve as liaison between the SCS Office of Public Affairs and strategic planning and budget analysis for SCS.

An 11-year SCS employee, Johnson held the top SCS job in Connecticut for nearly two years prior to being named to her current public affairs position.

Johnson also served as Assistant and Deputy State Conservationist in Massachusetts, and was the first SCS Earth Team National Volunteer Coordinator.

Prior to joining SCS, she worked for a number of years in the criminal justice system. Johnson was a founder and director of Iowa's crime prevention center, where she helped introduce the well-known crime prevention mascot, McGruff, to the nation.

A native of Iowa, Johnson resides in Washington, D.C. with her husband and daughter.



## NEW BOARD MEMBERS FOR GOVERNMENT COMMUNICATORS ASSOCIATION

New board members of the National Association of Government Communicators (NAGC) took office January 1, and showed a wider representation from around the United States than any previous board in NAGC's 16-year history.

Headed by the new President Robin PanLener of the Minnesota Department of Administration, seven of the 14 board members are from outside the Washington, D.C., area. PanLener, himself the first non-federal NAGC president elected from outside Washington, hopes to organize government communicators to work together to improve their profession and their professional standing in government.

NAGC is a professional association of federal, state and local government employees throughout the country who edit, write, broadcast, photograph, design and speak for their respective agencies to communicate information to the public. NAGC's principal purpose is advancing communications as an essential professional resource at every level of national, state and local government.

Other 1992 board members are Vice President for Administration and President-Elect Marci Hilt, USDA, Washington, D.C.; Vice President for Programs Tom Kell, Office of Personnel Management, Washington, D.C.; Secretary Gordon Bratz, Society of American Military Engineers, Alexandria, Va.; Treasurer Glenn E. Flood, Department of Defense, Washington, D.C.

Directors are Marcy Goodfleisch, State Bar of Texas, Austin; Kathryn S. Kanda, Colorado Department of Natural Resources, Denver; Carole Collins, Consumer Information Center, Washington, D.C.; and Barbi Richardson, Selective Service System, Washington, D.C.; and Regional Representatives Susan Haskins, Pennsylvania Department of Forestry, Harrisburg; Katherine Heider, City of Arvada, Colorado; Phillip G. Miller, Office of the Attorney General, Frankfort, Ky.; and Linda Wright, Minnesota Department of Agriculture, St. Paul. Russell T. Forte, USDA, Washington, D.C., becomes NAGC's immediate-past president and heads up NAGC's Past President's Council.

Deborah M. Trocchi continues as executive director at NAGC's Alexandria, Va., headquarters office and Michael Stirens, Minnesota Department of Transportation edits NAGC's magazine, "GC" (Government Communication).



## TEXAS A&M EXTENSION COMMUNICATIONS SPECIALIST DIES SUDDENLY

James Booth, a communications specialist with the Department of Agricultural Communications at Texas A&M University, died Tuesday afternoon, January 9, at M.D. Anderson Hospital in Houston. He entered the hospital shortly before the Christmas break and was diagnosed as having a malignant melanoma cancer in his brain and spinal column.

Booth, 41, had been with ag communications for seven years and handled the Video News Release program, a strong television news effort that literally reached millions of people. His news stories about the achievements of the Extension Service, Experiment Station, and College of Agriculture regularly aired on television stations around the state and across the nation.

Booth is survived by his wife, Paula, and a son, Phillip.



## KANSAS AES EDITORIAL OFFICE WINS THREE CASE AWARDS

The Kansas Agricultural Experiment Station Editorial Office has won three communications awards from the Mid-America District of the Council for the Advancement and Support of Education (CASE).

Two Awards of Excellence and an Award of Accomplishment will be presented January 21, at the annual CASE regional meeting in St. Louis, Missouri.

One Award of Excellence is for a news feature about the retirement of a KAES researcher who had come to this country from Yugoslavia as a refugee fleeing communism. The other Award of Excellence, in the visual design category, is for an informational poster on graduate studies in the Kansas State University Entomology Department.

The Award of Accomplishment will be presented for a desktop design of the Entomology Department poster and an accompanying brochure.

Those contributing their expertise to the award-winning projects include Steve Morgan, Fred Anderson, Eileen Schofield, Gloria Schwartz, and Candace Plett.



#### AGENCY FOR INTERNATIONAL DEVELOPMENT NEWEST CID DISTRIBUTOR

The U.S. Agency for International Development is the latest federal agency to release its public information through the federal CID (computerized information delivery) Service. In offering an online service through CID, AID -- an independent agency whose administrator reports directly to the president -- joins the Commodity Futures Trading Commission and the U.S. Departments of State and Agriculture in presenting what is probably the largest single tap -- currently 1,003 different reports -- of federal current information through an online service.

While each agency or department operates its service separately from all other agencies on the system, all are equally available to each subscriber. AID keeps its reports on the system 21 days. Reports registered on the system can be issued several times a day -- as in the case of press releases -- daily, weekly, monthly, quarterly or annually, so 1,003 reports can amount to hundreds of releases in any week.

The Farm Credit Administration plans to start loading its current information in weeks. The Library of Congress operates an internal service to 140 of its libraries for the blind and physical disabled on the system. AID's menu contains these report categories and reports:

U.S. AID NOTICES  
SPEECHES  
Administrator  
AID Officials  
CONGRESSIONAL TESTIMONY  
Administrator  
AID Officials  
NEWS STORIES  
Agriculture  
U.S. Business Partnership  
Health

NEWS STORIES (Continued)  
Education  
Democracy  
New Appointments/Assignments  
AIDS  
Environment  
Foreign Disaster Assistance  
Private Voluntary Cooperation  
Children  
Food Aid  
Housing and Urban Development



#### OHIO AG RESEARCH AND DEVELOPMENT CENTER OFFERS FREE NEWSLETTER

Free subscriptions to "OARDC Report," an award-winning monthly newsletter featuring the latest discoveries of the Ohio Agricultural Research and Development Center, are available by writing SIAC Mail Room/D, Ohio State University/OARDC, 1680 Madison Avenue, Wooster, OH 44691.

The newsletter details select findings from the center's 400-plus research projects in agriculture, the environment, and family life.

Recent stories have included "What beef producers need to know about corn gluten feed," "Tomato experts paste report, find fungicide levels extremely low," and "Three surefire ways to gain apple, strawberry disease-fighting savvy."

Each story tells how to get special reprints, fact sheets, and reports -- most of them free -- and how to contact the scientists directly, so readers can gain additional information.

"OARDC Report" received the 1991 first-place award for newsletters from Agricultural Communicators in Education (ACE), headquartered in Gainesville, Florida, an international professional group whose 650 members are writers, editors, graphic designers, and others for land-grant universities, government agencies, and agribusinesses.

OARDC is the agricultural research arm of Ohio State University. Faculty, staff, and facilities are at Wooster, Columbus, and 11 outlying branches.

For more information contact: Kurt Knebusch at 216-263-3776.



### NEW PACKAGING LAB AT CLEMSON UNIVERSITY NEARS COMPLETION

Scheduled for completion in April, the new packaging lab at Clemson University will allow food and other consumer products to be "transported" thousands of miles by land or air without ever leaving the university campus.

The Sonoco Packaging Science Lab, in a 5,000 square foot renovated area of Newman Hall, will enable students and scientists to simulate every bump, shake, and rattle a product experiences during transportation and determine the flaws in packaging -- or the product -- that keep it from surviving the ride.

Construction of the lab is being funded with a \$300,000 state bond issue and \$41,000 from the South Carolina Agricultural Experiment Station.

All equipment is being purchased with a \$500,000 grant from Sonoco Products Company, the lab's namesake, and includes a vibration test system. The \$150,000 device simulates the motions a package experiences during transportation on a truck, train, or airplane, says Bob Testin, a Clemson packaging scientist.

In addition to the vibration system and other devices, there also is an environmental chamber which can help determine the shelf life of a product under certain temperature and humidity levels.

For more information, contact Dr. Bob Testin at 803-656-2229.



### SDA AND OHIO CES TO BROADCAST CLEANING PRODUCTS VIDEOCONFERENCE

A national videoconference, "Cleaning Products...In Our Homes, In Our Environment," will be broadcast on April 9. Sponsored by the Soap and Detergent Association (SDA) in cooperation with the Ohio Cooperative Extension Service, the focus of the conference is on environmental issues in the soap and detergent industry.

Discussion issues will range from how the industry assesses the safety of its products to how to properly dispose of products and packages. An always-popular segment of the program will be an update on new products. Expert speakers from a variety of backgrounds will address the conference and you will be given an opportunity to interact with them by directly calling in your questions.

Any location that has a C-band satellite dish can receive the broadcast at no cost.

For more information, contact: Judy Wessel, Ohio State University, at 614-292-0858.



**UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**

February 10-11:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

The Tremont, Chicago, Illinois

Contact: Effective Communications Group, 201-444-3147

February 13-14:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Hanover Courtyard by Marriott, Whippany, New Jersey

Contact: Effective Communications Group, 201-444-3147

February 24-25:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Back Bay Hilton, Boston, Massachusetts

Contact: Effective Communications Group, 201-444-3147

February 27-28:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Wyndham Bristol, Washington, D.C.

Contact: Effective Communications Group, 201-444-3147

March 5-6:

**CASE "MAKING YOUR NEWS SERVICE MORE EFFECTIVE" CONFERENCE**

Sheraton Society Hill Hotel, Philadelphia, Pennsylvania

Contact: Lindsay Conn, CASE, 202-328-5967, FAX 202-387-4973

March 10-12:

**INTERNAT'L MULTIMEDIA AND CD-ROM CONFERENCE & EXPOSITION**

Moscone Convention Center, San Francisco, California

Contact: 203-964-8287

March 12-13:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Stouffer Madison Hotel, Seattle, Washington

Contact: Effective Communications Group, 201-444-3147

March 16-17:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Sir Francis Drake, San Francisco, California

Contact: Effective Communications Group, 201-444-3147

March 19-20:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Stouffer Concourse Hotel, Los Angeles, California

Contact: Effective Communications Group, 201-444-3147

March 23-24:

**ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP**

Westcourt in the Buttes, Phoenix, Arizona

Contact: Effective Communications Group, 201-444-3147

March 30 - April 1:

INST. FOR FEDERAL PRINTING/PUBLISHING PRINTING ASST. ORIENTATION  
Carl Hayden Room, U.S. Gov't. Printing Office, Washington, DC  
Contact: 202-512-1283

March 31 - April 2:

FOSE COMPUTER AND INFORMATION SYSTEMS CONFERENCE/EXPOSITION  
Washington Convention Center, Washington, DC  
Contact: 800-638-8510

April 21-23:

ACE SOUTH REGIONAL MEETING  
Baton Rouge Hilton, Baton Rouge, Louisiana  
Contact: 504-388-2263

April 29 - May 1:

NORTH CENTRAL REGIONAL ACE MEETING  
Theme: "ACE on the Horizon"  
University of Illinois, Champaign-Urbana, Illinois  
Contact: Anita Povich, 217-244-2827



